

LIVE WELL SAN DIEGO DATA WORKSHOP SERIES: INTRODUCTION TO LOCAL PUBLIC HEALTH DATA ONLINE

Dale Fleming

Director, Office of Strategy and Innovation

Health and Human Services

February 26, 2015



OVERVIEW OF LIVE WELL SAN DIEGO





MEASURING RESULTS



Areas of Influence	Definition	Top 10 Indicators
HEALTH	Enjoying good health and expecting to live a full life	Life Expectancy Quality of Life
KNOWLEDGE	Learning throughout the lifespan	Knowledge
STANDARD OF LIVING	Having enough resources for a quality life	Unemployment Rate Income
COMMUNITY	Living in a clean and safe neighborhood	Security Physical Environment Built Environment
SOCIAL	Helping each other to live well	Vulnerable Population Community Involvement

COLLECTIVE ACTION TO COMMUNITY IMPACT





Actions We Take Collectively
Across Sectors

County & City Governments

Business

Community & Faith-Based Organizations

Schools

Healthcare & Technology Providers

Law Enforcement & Courts

Active Military/Veterans

Other Local Jurisdictions

Results We Seek for Community Impact



LIVE WELL SAN DIEGO DATA WORKSHOP SERIES: INTRODUCTION TO LOCAL PUBLIC HEALTH DATA ONLINE

Leslie Ray, MPH, MPPA, MA
Health and Human Services Agency
Public Health Services
Community Health Statistics Unit



San Diego County



Welcome to San Diego County, the 2nd most populous county in California and 5th most populous in the United States!

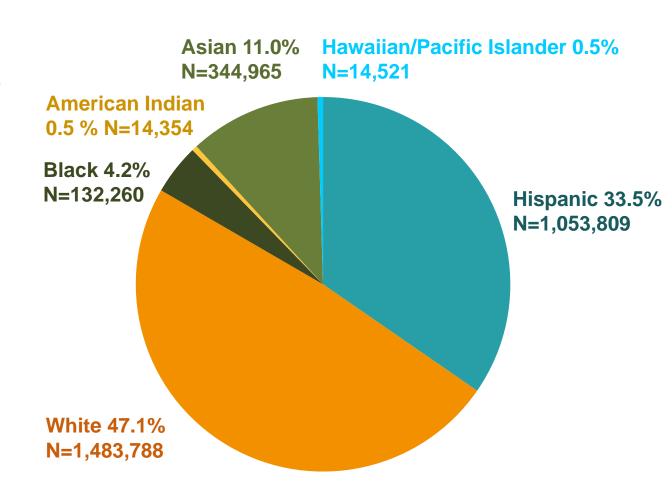
San Diego has:

- Close to 3.2 million residents.
- 70 miles of Coastline.
- 16 naval and military installations.
- A total area of 4,526 square miles, making us larger in area than the states of Rhode Island and Delaware combined.



SAN DIEGO COUNTY POPULATION BY RACE/ETHNICITY, 2013

- Over 3 million people
- Racial/Ethnic groups from around the world.
- Over 100 languages



Source: SANDAG, revised San Diego County 2013 population estimates





WHAT TYPES OF DATA ARE AVAILABLE?



Depends on what you're looking for!



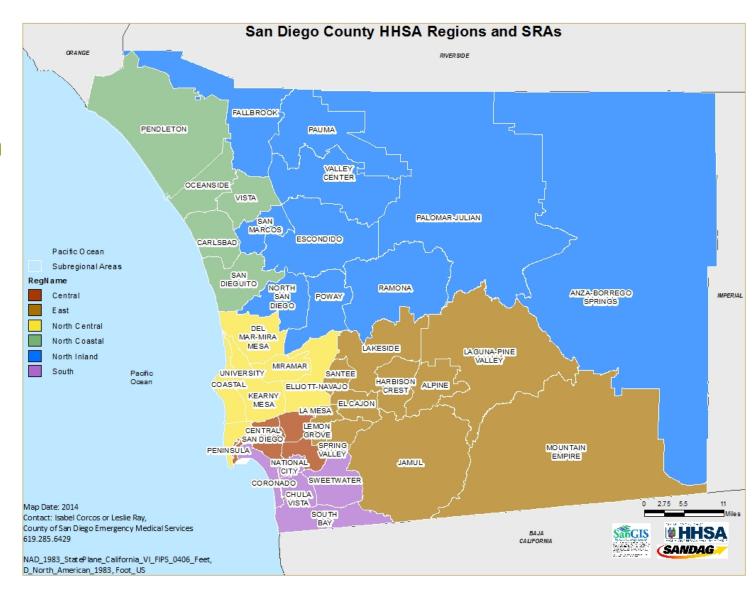
- Death, Hospitalization, Prehospital and Emergency Department
 Discharge cases and rates by condition/ disease
 - All cases and rates can be gathered additionally by Race/Ethnicity, Gender, and Age down to the community!
- Maps of specific features: resources, vulnerable populations, alcohol and tobacco retailers, demographic and health data, etc.

- Demographics
- Behavioral, economic, psychographic,
 and lifestyle survey data
 - Estimates down to census tracts!
- Motor Vehicle Crash data
- Disease Information Sets: Fact sheets, critical pathways, slide sets, and data briefs
- Publications and Reports

The Primary Data Units



- ✓ Data is released by Subregional Area (SRA), which is an aggregation of census tracts
- ▼ The HHSA
 Regions are composed of an aggregation of these SRAs





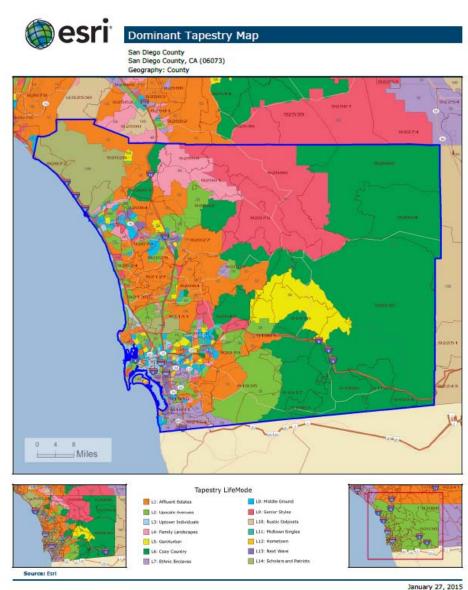
NEW DATA





Understanding Our Region Communities through Market Segmentation

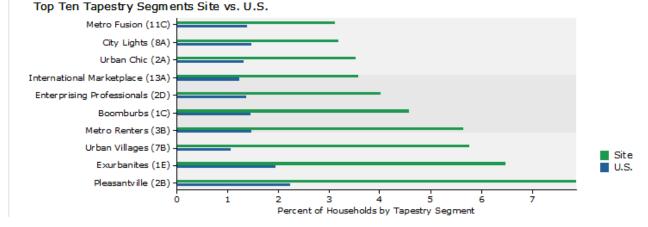
- Tapestry groups populations based on similarities such as behaviors, geography, demographics, lifestyle or life stages
- This helps us understand groups within neighborhoods



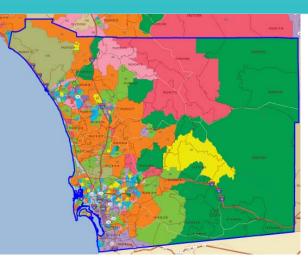


Tan Tu	Geography: Cou						
	enty Tapestry Segments	iity					
Top 12	enty rapestry deginerits		Cumulative		C	umulative	
Rank	Tapestry Segment	Percen			Percent	Percent	Ind
5 1	Pleasantville (2B)	7.92	7.9%		2.2%	2.2%	3
2	Exurbanites (1E)	6.52			2.0%	4.2%	3
" 3	Urban Villages (7B)	5.85	20.2%		1.1%	5.3%	5
4	Metro Renters (3B)	5.7%			1.5%	6.8%	3
7 5	Boomburbs (1C)	4.62			1.5%	8.3%	
	Subtotal	30.5%			8.3%		
6	Enterprising Professionals (2D)	4.0%	34.5%		1.4%	9.7%	2
7	International Marketplace (13A)	3.6%	38.1%		1.2%	10.9%	2
8	Urban Chic (2A)	3.5%	41.6%		1.3%	12.2%	2
' 9	City Lights (8A)	3.27	44.8%		1.5%	13.7%	2
5 10	Metro Fusion (11C)	3.1%	47.9%		1.4%	15.1%	2
	Subtotal	17.4%			6.8%		
7 11	Trendsetters (3C)	3.0%		-	1.1%	16.2%	2
12	Emerald City (8B)	3.0%	53.9%		1.4%	17.6%	
7 13	Savvy Suburbanites (1D)	2.9%	· 56.8%	_	3.0%	20.6%	
7 14	Las Casas (13B)	2.9%	59.7%		0.7%	21.3%	3
7 15	Young and Restless (11B)	2.7%	62.4%	_	1.7%	23.0%	
	Subtotal	14.5%			7.9%		
5 16	Bright Young Professionals (8C)	2.7%		•	2.2%	25.2%	
17	NeWest Residents (13C)	2.4%			0.8%	26.0%	3
1 18	Top Tier (1A)	2.1%	69.6%		1.7%	27.7%	1
7 19	Professional Pride (1B)	2.0%			1.6%	29.3%	1
20	In Style (5B)	1.9%	73.5%		2.3%	31.6%	
	Subtotal	7 11.1%			8.6%		
	Total	73.5%			31.4%		23

➤ 30.5% of San Diego residents fall into 5 tapestry segments







SEGMENT 2B: PLEASANTVILLE

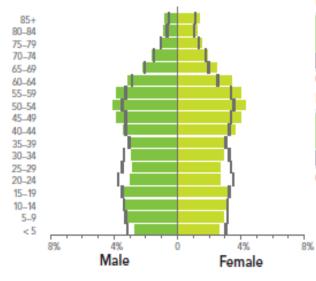
- Older married-couple families
- 64% college educated
- Low unemployment at 7.8%

- Not cost-conscious
- Invest in conservative securities and contribute to charities.
- Have bundled services (TV/internet/phone)

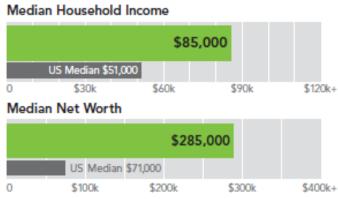
AGE BY SEX (Fort data)

Median Age: 41.9 US: 37.6

I Indicates US

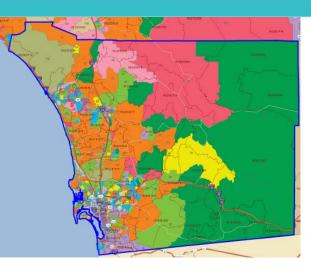


INCOME AND NET WORTH







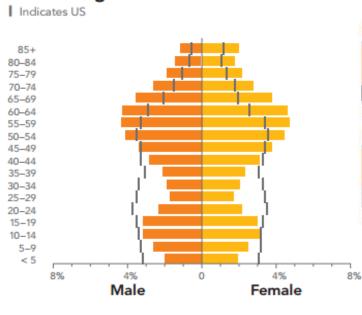


SEGMENT 1E: EXURBANITES

- Approaching retirement age
- Active community members
- 80% have some college education
- Support the arts and public
 TV/radio
- Enjoy gardening
- Financially active: investors



Median Age: 49.6 US: 37.6



INCOME AND NET WORTH

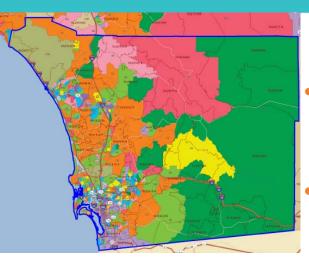






8%





SEGMENT 7B: URBAN VILLAGES

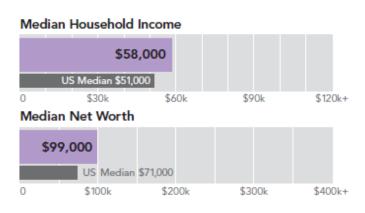
- Multigenerational households; family oriented
- High unemployment at 10.5%
- Favor shopping at Costco or Whole Foods, Target or Nordstrom
- Prefer culturally specific channels

AGE BY SEX (Esri data)

Median Age: 33.3 US: 37.6

I Indicates US 85+ 80-84 75-79 70-74 65-69 55-59 50-54 45-49 35-39 30-34 25-29 20-24 15-19 10-14 5_9 < 5 Male Female

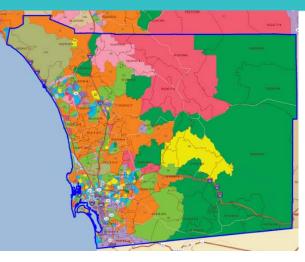
INCOME AND NET WORTH











SEGMENT 3B: METRO RENTERS

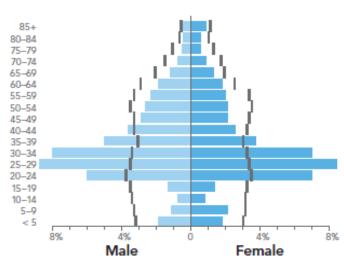
- Well educated, many currently enrolled •
 in college
- Over half of all households are occupied by singles
- Socializing is very important

- Purchase food at Trader
 Joe's and Whole Foods
- Shop at Banana Republic,
 The Gap, and Nordstrom
- Enjoy yoga and Pilates

AGE BY SEX (Esri data)

Median Age: 31.8 US: 37.6

Indicates US



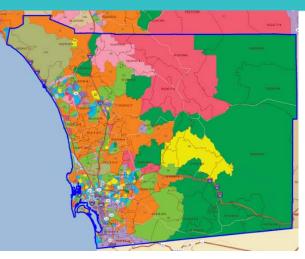
INCOME AND NET WORTH











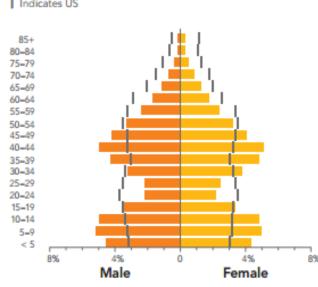
SEGMENT 1C: BOOMBURBS

- Well educated, 52% college graduates
- Young families, high home ownership
- Residents are generous supporters of charitable organizations.
- Longer commute times->30 minutes
- Utilize latest technology, top market for "smart" tvs
- Enjoy golfing or hiking

AGE BY SEX (Esri data)

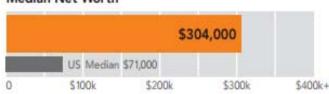
Median Age: 33.6 US: 37.6

I Indicates US



INCOME AND NET WORTH

Median Household Income \$105,000 US Median \$51,000 \$60k \$120k+ \$30k \$90k Median Net Worth



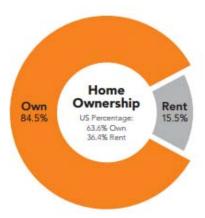
HOUSING



Typical Housing: Single Family

Median Value: \$293,000

US Median: \$177,000



	CORONADO			
Demographic	Summary	•	2013	20
Population			24,817	25,4
Population 18	+		21,214	21,9
Households			7,467	7,7
Median House	ehold Income		\$86,369	\$102,3
		Expected		
Product/Cons	sumer Behavior	Adults	Percent	M
Exercise at ho	ome 2+ times per week	8,436	39.8%	
Exercise at cli	ub 2+ times per week	3,635	17.1%	
Exercise at ot	her facility (not club) 2+ times/wk	2,643	12.5%	
Own stationar	y bicycle	1,250	5.9%	
Own treadmill		4,502	21.2%	
Own weight lif	ting equipment	2,976	14.0%	
Presently con	trolling diet	8,207	38.7%	
Diet control fo	r blood sugar level	1,098	5.2%	
Diet control fo	r cholesterol level	1,753	8.3%	
Diet control to	maintain weight	2,522	11.9%	
Diet control fo	r physical fitness	3,043	14.3%	
Diet control fo	r salt restriction	518	2.4%	
Diet control fo	r weight loss	2,642	12.5%	
Used doctor's	care/diet for diet method	331	1.6%	
Used exercise	e program for diet method	1,743	8.2%	
Used Weight 1	Watchers as diet method	652	3.1%	
Buy foods spe	ecifically labeled as fat-free	3,231	15.2%	
Buy foods spe	ecifically labeled as high fiber	2,447	11.5%	
Buy foods spe	ecifically labeled as high protein	1,276	6.0%	
Buy foods spe	ecifically labeled as lactose-free	463	2.2%	
Buy foods spe	ecifically labeled as low-calorie	2,891	13.6%	
Buy foods spe	ecifically labeled as low-carb	1,373	6.5%	
	ecifically labeled as low-cholesterol	1,505	7.1%	
	ecifically labeled as low-fat	2,513	11.8%	
	ecifically labeled as low-sodium	1,670	7.9%	
	ecifically labeled as natural/organic	2,373	11.2%	
	ecifically labeled as sugar-free	2,307	10.9%	
Used butter a	lternatives in last 6 months	647	3.0%	
Used egg alte	rnatives in last 6 months	2,876	13.6%	
Used salt alte	rnatives in last 6 months	8,721	41.1%	
Drank meal/di	etary supplement in last 6 months	1,201	5.7%	
	l'energy bar in last 6 months	4,014	18.9%	
	drink/thirst quencher in last 6 mo	6,678	31.5%	
	dietary supplement in last 6 months	10,814	51.0%	
	y suppl used/6 mo: antioxidant	843	4.0%	
	y suppl used/6 mo: B complex	1,023	4.8%	
	y suppl used/6 mo: B complex+C	319	1.5%	
	y suppl used/6 mo: B-6	413	1.9%	
	y suppl used/6 mo: B-12	1,733	8.2%	
	y suppl used/6 mo: C	1,946	9.2%	
	y suppl used/6 mo: calcium	4,277	20.2%	

COBONADO

Our Market Research Database

- We have roughly 2000 measures
- Fields
 available at
 nearly any
 geographic
 area with
 shapefiles



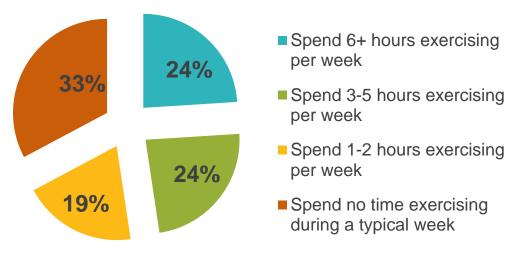
	Expected		
Product/Consumer Behavior	Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	1,065	5.0%	102
Vitamin/dietary suppl used/6 mo: E	1,088	5.1%	103
Vitamin/dietary suppl used/6 mo: garlic	304	1.4%	84
Vitamin/dietary suppl used/6 mo: glucosamine	1,012	4.8%	103
Vitamin/dietary suppl used/6 mo: multiple formula	2,665	12.6%	107
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,073	5.1%	117
Vitamin/dietary suppl used/6 mo; mult w/minerals	1,419	6.7%	113
Vitamin/dietary suppl used/6 mo: zinc	462	2.2%	94
Vitamin/dietary suppl/6 mo: Caltrate 600	440	2.1%	78
Vitamin/dietary suppl/6 mo: Centrum	1,198	5.6%	96
Vitamin/dietary suppl/6 mo: Nature Made	3,074	14.5%	247
Visited doctor in last 12 months	18,889	89.0%	115
Visited doctor in last 12 months: 1-3 times	8,561	40.4%	120
Visited doctor in last 12 months: 4-7 times	5,874	27.7%	125
Visited doctor in last 12 months: 8+ times	4,731	22.3%	104
Visited doctor in last 12 mo: allergist	519	2.4%	102
Visited doctor in last 12 mo: cardiologist	3,324	15.7%	224
Visited doctor in last 12 mo: chiropractor	1,617	7.6%	102
Visited doctor in last 12 mo: dentist	9,428	44.4%	118
Visited doctor in last 12 mo: dermatologist	1,811	8.5%	119
Visited doctor in last 12 mo; ear/nose/throat	1,061	5.0%	109
Visited doctor in last 12 mo: eye	5,730	27.0%	131
Visited doctor in last 12 mo; general/family	8,385	39.5%	93
Visited doctor in last 12 mo: internist	2,546	12.0%	163
Visited doctor in last 12 mo: physical therapist	1,103	5.2%	115
Visited doctor in last 12 mo: podiatrist	1,803	8.5%	253
Visited doctor in last 12 mo: urologist	785	3.7%	96
Visited nurse practitioner in last 12 months	894	4.2%	101
Wear regular/sun/tinted prescription eyeglasses	8,735	41.2%	120
Wear bi-focals	2,495	11.8%	75
Wear disposable contact lenses	1,442	6.8%	105
Wear soft contact lenses	2,424	11.4%	130
Spent on contact lenses in last 12 mo:<\$100	457	2.2%	77
Spent on contact lenses in last 12 mo: \$100-199	1,134	5.3%	143
Spent on contact lenses in last 12 mo: \$200+	770	3.6%	120
Bought prescription eyewear: discount optical ctr	1,769	8.3%	105
Bought prescription eyewear: from eye doctor	7,270	34.3%	135
Bought prescription eyewear: retail optical chain	2,533	11.9%	108
Used prescription drug for allergy/hay fever	1,705	8.0%	114
Used prescription drug for anxiety/panic	915	4.3%	106
Used prescription drug for arthritis/rheumatism	334	1.6%	60
Used prescription drug for asthma	825	3.9%	95
Used prescription drug for backache/back pain	2,056	9.7%	133
Used prescription drug for depression	1,329	6.3%	107
Used prescription diagram depression Used prescription diagram depression Used prescription diagram depression	343	1.6%	82
Used presor drug for diabetes (non-insulin)	589	2.8%	75
Used prescription drug for eczema/skin itch/rash	486	2.3%	110

Our Market Research Database

Market Research Database

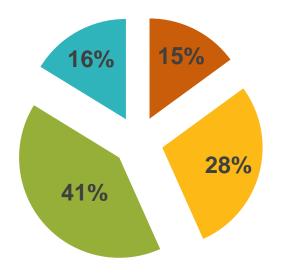


Percentage of Adults by Time Spent Exercising



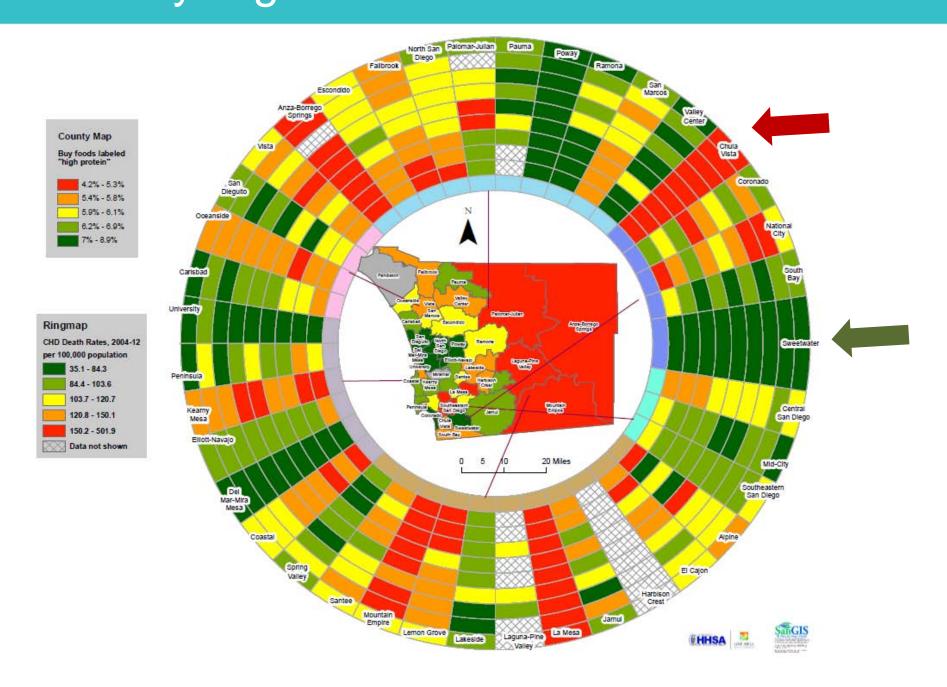
Percentage of Adults Who Purchase Natural Products for Health





- Rarely buy natural products for family health
- Occasionally buy natural prods for family health
- Frequently buy natural products for family health
- Usually buy natural products for family health

CHD Death Rates, 2004-2012 with WELL WELL WELL WHO Buy High Protein Foods



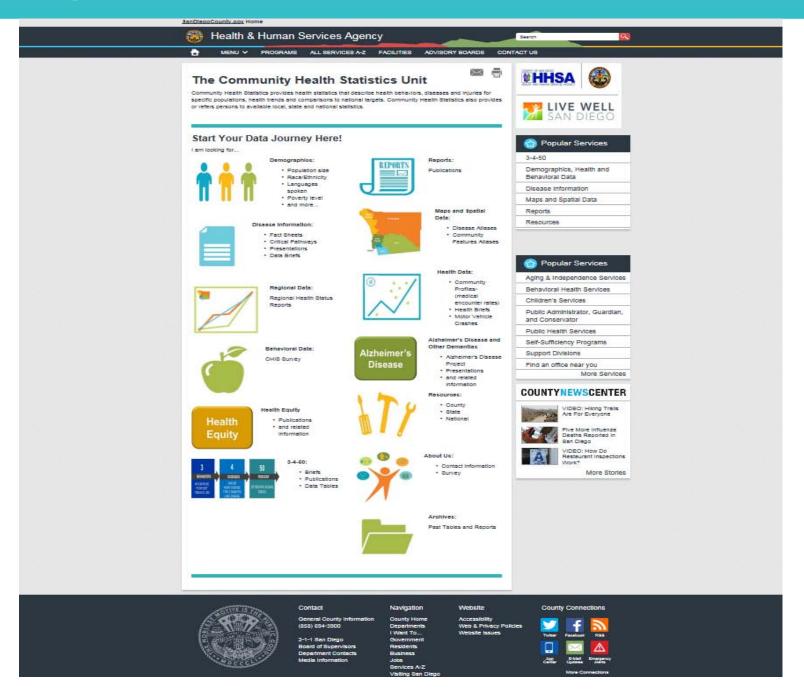


NAVIGATING THE WEBSITE



Welcome to the Community Health Statistics Website







Health & Human Services Agency

Search





MENU V

PROGRAMS

ALL SERVICES A-Z

FACILITIES

ADVISORY BOARDS

CONTACT US







The Community Health Statistics Unit

Community Health Statistics provides health statistics that describe health behaviors, diseases and injuries for specific populations, health trends and comparisons to national targets. Community Health Statistics also provides or refers persons to available local, state and national statistics.



Start Your Data Journey Here!

I am looking for ...



Demographics:

- · Population size
- · Race/Ethnicity
- Languages spoken
- · Poverty level
- · and more...

Disease Information:

· Fact Sheets

 Critical Pathways Presentations · Data Briefs

Regional Data:

Reports

Regional Health Status



Reports:

Publications



Maps and Spatial Data:

- · Disease Atlases
- Community Features Atlases



- Community Profiles-(medical
- · Health Briefs
- Motor Vehicle Crashes



Health Data:

- encounter rates)





Behavioral Data:



Alzheimer's Disease and Other Dementias

Alzheimer's Disease









Popular Services

3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources



Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Regional & Community Data

This section contains the most recent demographic, economic, behavioral, and health data available by Region and community. For example, you can find the size of a particular population in the County, the median income in a specific community, the percentage of San Diegans who are current smokers and the rate of death due to stroke among a particular age group.

Demographic Profiles contain the most recent demographic and economic data available by Region and community. The current profiles reflect 2012 data.



- · Central Region Profile
- · East Region Profile
- · North Central Region Profile
- · North Coastal Region Profile
- · North Inland Region Profile
- · South Region Profile



Health Data:

Our varied health profiles contain the most recent health data available at the county, region, and community levels. This section contains printable information as well as documents to pinpoint a single statistic.





Community Profiles contain a variety of health-related information in San Diego County and its communities. The current profiles reflect 2012 data.

To Open Profiles, click the download button in adobe on your browser and save to your computer if it does not open readily.

- · Non-Communicable (Chronic) Disease
- · Communicable Disease
- · Maternal & Child Health
- Injury
- · Behavioral Health
- · Alzheimer's Disease and Other Dementias

For previous years' health data, dating back to 2000, visit our archives.

Health Briefs are easy-to-read, printable health statistics by Region using data from the Community Profiles and the 2011 California Health Interview Survey (CHIS). Each health brief is divided into non-communicable disease, communicable disease, maternal & child health, injury, and behavioral health

- · Central Region
- · East Region
- · North Central Region
- · North Coastal Region
- · North Inland Region
- South Region









3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone



Five More Influenza Deaths Reported in San Diego



VIDEO: How Do Restaurant Inspections

More Stories

San Diego County Overview

Demographic Profile (2012 SANDAG Estimates)				
	Number	Percent		
Total Population	3,143,429	100.00%		
Age Distribution				
0 to 4 Years	203,829	6.48%		
5 to 14 Years	398,416	12.67%		
15 to 24 Years	502,716	15.99%		
25 to 44 Years	890,051	28.31%		
45 to 64 Years	773,882	24.62%		
65+ Years	374,535	11.91%		
Gender Distribution				
Male	1,575,943	50.13%		
Female	1,567,486	49.87%		
Race/Ethnicity				
White	1,492,320	47.47%		
Hispanic	1,035,226	32.93%		
Black	139,383	4.43%		
Asian/Pacific Islander*	355,935	11.32%		
Other	120,565	3.84%		

Income (2012 ACS) (LWSD)			
	Number	Percent	
Total Households	1,067,462	100.00%	
Household Income	<u> </u>		
<\$35,000	293,329	27.48%	
\$35,000 to \$50,000	134,338	12.58%	
\$50,000 to \$75,000	184,939	17.33%	
\$75,000 to \$100,000	141,272	13.23%	
\$100,000 to \$150,000	168,530	15.79%	
>\$150,000	145,054	13.59%	
Income per Person in HH			
Median HH Income		\$70,926	
Persons Per HH		2.76	
Income per Person in HH		\$25,697.83	

Unemployment Estimates (2012 ACS) (LWSD)		
Eligible Labor Force		
16+ Years	1,614,267	
Labor Force		
Percent Unemployed	9.16%	

Occupation (2012 ACS)

Labor Force (16+ Years)	
Unemployed Civilians	147,839
Armed Forces	79,603
Employed Civilians	1,386,825
Employed Civilian Occupation Category (16+ Years)	
Management, Professional, & Related	39.83%
Service	19.18%
Sales and Office	24.81%
Construction, Extraction, & Maintenance	8.06%
Production, Transportation, & Material Moving	8.12%

Industry (2012 ACS)

Industry of Civilian Employees	
Agriculture, Forestry, Mining	0.89%
Construction	6.08%
Manufacturing	9.39%
Wholesale Trade	2.56%
Retail Trade	11.15%
Transportation, Warehousing, and Utilities	3.75%
Information and Communications	2.34%
Finance, Insurance, and Real Estate	6.98%
Professional, Scientific, Management, Admin.	14.19%
Educational, Social and Health Services	20.88%
Entertainment and Hospitality related	10.91%
Other Services	5.36%
Public Administration	5.52%

Education (2012 ACS) (LWSD)	
Total Population	
25+ Years Old	2,011,024
Completed Education	
< High School Graduate	14.60%
High School Graduate	19.00%
Some College or AA	31.99%
Bachelor Degree	21.40%
Graduate Degree	13.01%

School Enrollment (2012 ACS)

Population Eligible for Enrollment	
4 to 18 years	621,919
Private vs Public School Enrollment	
Percent Public Schools	92.17%
Percent Private Schools	7.83%

Language (2012 ACS)

Earliguage (2012 Acs)	
Total Population	
5+ Years Old	2,895,150
Primary Language Spoken at Home	
English Only	62.87%
Spanish Only	10.92%
Asian/Pacific Island Language Only	3.63%
Other Language Only	1.56%
Bilingual	21.01%

Housing Estimates (2012 ACS)+

Occupancy	
Owner Occupied	54.53%
Renter Occupied	45.47%
Housing Costs	
Median House Value	\$419,400
Median Rent	\$1,282

Personal Vehicles (2012 ACS)

Household Vehicle Availability	
No Vehicle	6.14%
1 Vehicle	32.44%
>1 Vehicle	61.42%

Poverty Estimates (2012 ACS)†

Income Percent of Poverty Level	
<50%	6.60%
50 - 74%	3.09%
75 - 99%	4.17%
100 - 124%	4.55%
125 - 149%	4.43%
150% - 199%	8.91%
200% +	68.25%
Percent Below Poverty Level	
Population	13.86%
Families	9.98%
Families With Children	14.58%

Single Parent Homes (2012 ACS)

Single Farent Homes (2022 Acs)	
Total Family Households	
With Children <18 Years	335,944
Families With Children <18 Years	
Percent Single Parent	27.95%

*See Asian/Pacific Islander Population Distribution for more detailed information.

†See Supplemental Page for more related data. LWSD = Live Well San Diego Indicator

Regional & Community Data

This section contains the most recent demographic, economic, behavioral, and health data available by Region and community. For example, you can find the size of a particular population in the County, the median income in a specific community, the percentage of San Diegans who are current smokers and the rate of death due to stroke among a particular age group.

Demographic Profiles contain the most recent demographic and economic data available by Region and community. The current profiles reflect 2012 data.



- · Central Region Profile
- · East Region Profile
- · North Central Region Profile
- · North Coastal Region Profile
- · North Inland Region Profile
- · South Region Profile

Health Data:

Our varied health profiles contain the most recent health data available at the county, region, and community levels. This section contains printable information as well as documents to pinpoint a single statistic.





Community Profiles contain a variety of health-related information in San Diego County and its communities. The current profiles reflect 2012 data.

To Open Profiles, click the download button in adobe on your browser and save to your computer if it does not open read

- · Non-Communicable (Chronic) Disease
- · Communicable Disease
- · Maternal & Child Health
- Injury
- · Behavioral Health
- · Alzheimer's Disease and Other Dementias

For previous years' health data, dating back to 2000, visit our archives.

Health Briefs are easy-to-read, printable health statistics by Region using data from the Community Profiles and the 2011 California Health Interview Survey (CHIS). Each health brief is divided into non-communicable disease, communicable disease, maternal & child health, injury, and behavioral health

- · Central Region
- · East Region
- · North Central Region
- · North Coastal Region
- · North Inland Region
- South Region









Popular Services

3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

d an office near you

More Services

COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone



Five More Influenza Deaths Reported in San Diego



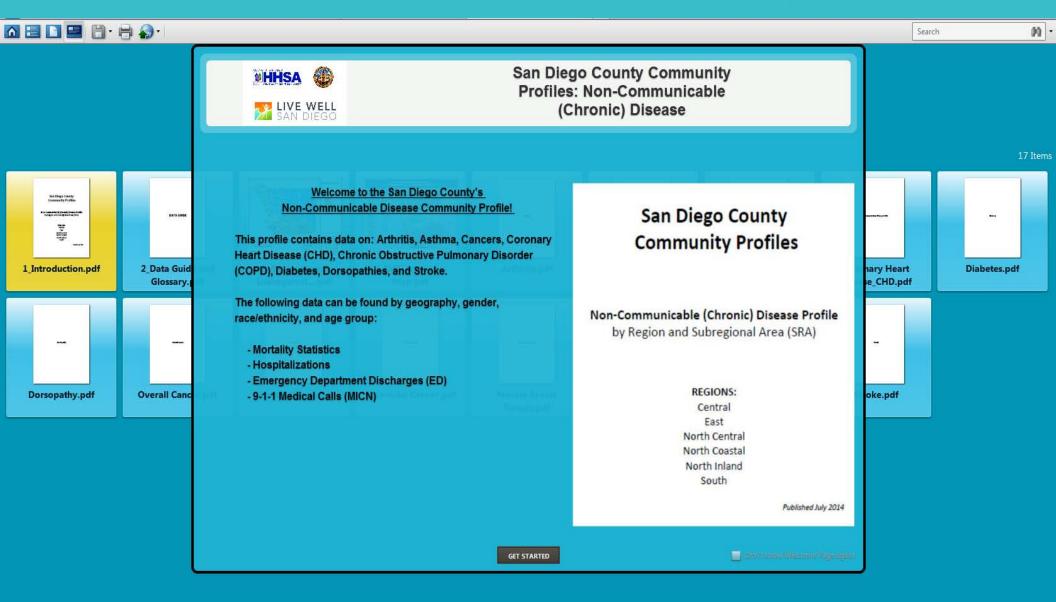
VIDEO: How Do Restaurant Inspections

More Stories

Click "Get Started"

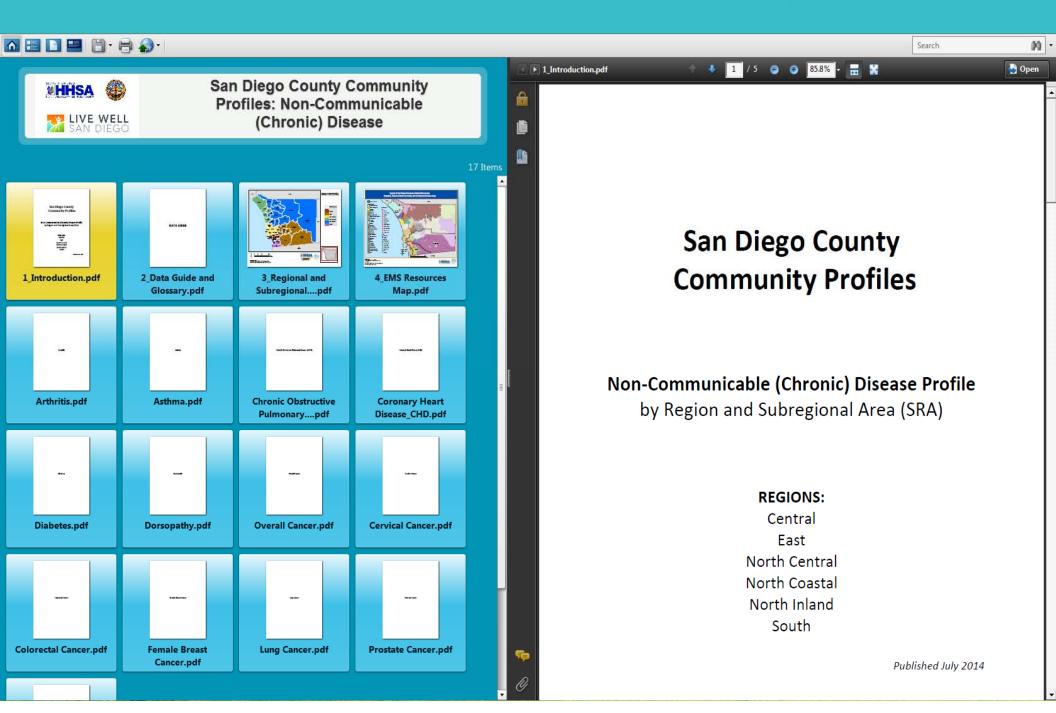






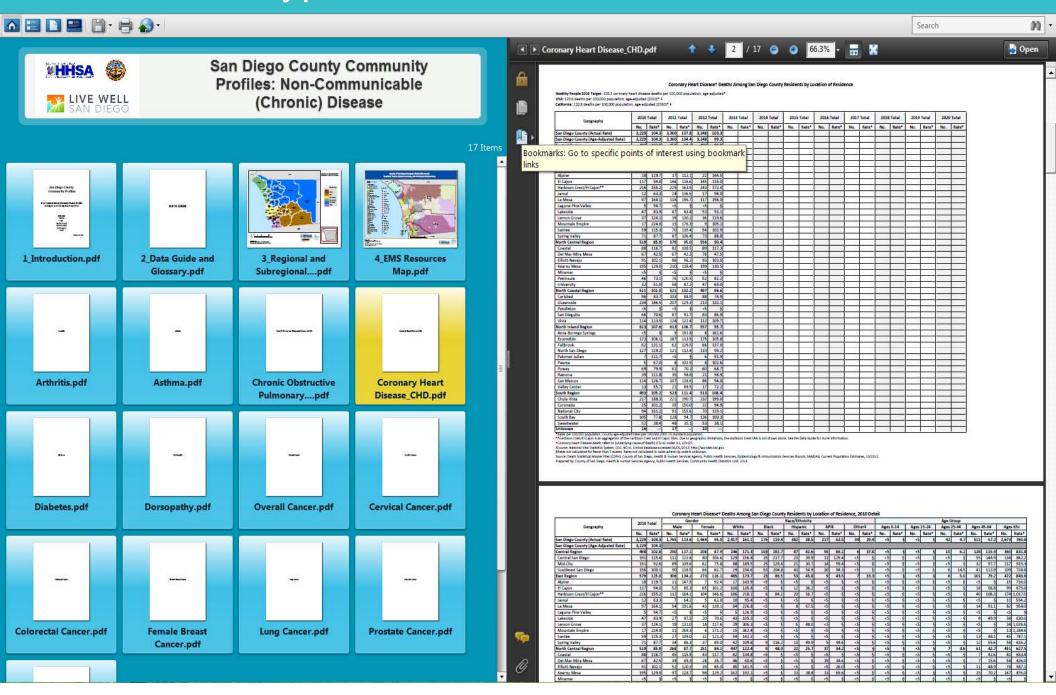
The Opening Selection





We Select CHD, then "Bookmarks" tab to select data type





We selected Emergency Department Discharges for 2012



Coronary Heart Disease+ Emergency Department Discharges Among San Diego County Residents by Location of Residence, 2012 Detail

	2012	Total	Gender				Race/Ethnicity								Age Group											
Geography	2012	TOTAL	Ma	ale	Fema	ale	W	hite	Bla	ick	Hisp	anic	AP	I‡	Oth	er‡	Ages 0-14 Ages 15-24 Ages 25-44			Ages 45-64 Ages 65+						
	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*	No.	Rate*
San Diego County (Actual Rate)	1,125	35.8	704	44.7	421	26.9	712	47.7	67	48.1	204	19.7	74	20.8	63	52.3	<5	5	<5	5	57	6.4	457	59.1	610	162.9
San Diego County (Age-Adjusted Rate)	1,125	35.4																								
Central Region	120	24.6	84	33.7	36	15.0	52	36.7	29	54.7	23	10.8	12	18.4	<5	5	<5	5	<5	5	5	3.1	61	55.8	54	119.7
Central San Diego	45	27.0	37	40.7	8	10.5	26	31.9	10	93.1	6	10.0	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	24	61.4	21	126.0
Mid-City	35	21.2	21	25.6	14	16.9	14	30.7	7	38.1	9	12.6	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	20	58.7	13	98.8
Southeast San Diego	40	25.5	26	34.0	14	17.4	12	82.6	12	50.2	8	9.9	5	15.4	<5	ş	<5	5	<5	ş	<5	ş	17	46.8	20	130.9
East Region	242	51.5	145	62.6	97	40.7	169	60.8	10	39.3	35	28.5	<5	5	24	109.2	<5	5	<5	ş	15	12.4	110	85.8	117	190.9
Alpine	6	39.4	<5	ş	<5	ş	5	42.9	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	<5	5	<5	5
El Cajon	58	46.0	27	43.7	31	48.2	42	57.3	<5	ş	9	25.8	<5	5	5	76.8	<5	5	<5	ş	<5	5	22	68.7	34	217.3
Harbison Crest/El Cajon**	100	71.0	50	72.2	50	69.7	70	82.5	<5	ş	13	34.9	<5	5	12	170.3	<5	5	<5	ş	6	16.7	39	105.0	55	299.1
Jamul	5	27.7	<5	ş	<5	ş	<5	5	< 5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş
La Mesa	38	63.0	28	97.2	10	31.7	28	75.4	<5	ş	<5	ş	<5	5	<5	5	<5	5	<5	ş	<5	5	14	89.8	22	242.5
Laguna-Pine Valley	<5	ş	<5	ş	<5	ş	<5	5	< 5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş
Lakeside	27	47.4	18	63.9	9	31.3	17	41.5	<5	ş	6	54.6	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	15	92.9	10	146.3
Lemon Grove	7	23.2	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	5	64.8	<5	5
Mountain Empire	5	58.4	5	108.5	<5	5	<5	5	<5	ş	<5	ş	<5	ş	<5	5	<5	5	<5	ş	<5	5	<5	ş	<5	ş
Santee	26	50.0	19	75.5	7	26.2	24	63.0	<5	5	<5	5	<5	5	<5	5	<5	5	<5	ş	<5	5	15	100.4	9	141.0
Spring Valley	27	32.8	14	35.0	13	30.8	17	44.7	<5	ş	5	18.2	<5	5	<5	ş	<5	5	<5	ş	<5	5	14	64.5	11	108.3
North Central Region	146	23.7	99	31.8	47	15.5	108	29.6	5	5	11	12.2	14	12.3	7	25.7	<5	5	<5	5	8	4.1	40	27.6	98	128.8
Coastal	20	26.4	12	30.7	8	21.7	18	29.7	<5	5	<5	ş	<5	ş	<5	5	<5	5	<5	ş	<5	5	<5	5	17	133.5
Del Mar-Mira Mesa	21	13.1	15	18.7	6	7.5	10	13.2	< 5	5	<5	5	9	15.8	<5	5	<5	5	<5	ş	<5	5	5	10.8	13	84.1
Elliott-Navajo	40	44.3	26	59.3	14	30.1	32	53.3	<5	5	<5	ş	<5	5	<5	5	<5	5	<5	ş	<5	5	8	35.6	29	203.4
Kearny Mesa	49	32.1	31	40.8	18	23.5	34	40.7	<5	ş	5	14.3	<5	5	<5	5	<5	5	<5	ş	<5	5	18	49.5	30	152.4
Miramar	<5	ş	<5	ş	<5	ş	<5	5	< 5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş
Peninsula	12	19.0	11	31.9	<5	5	10	21.1	< 5	5	<5	5	<5	5	<5	5	<5	5	<5	ş	<5	5	5	35.4	7	93.5
University	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	ş
North Coastal Region	215	41.8	121	46.2	94	37.2	147	49.1	14	99.6	37	24.6	8	25.3	8	41.6	<5	5	<5	5	12	8.8	75	59.1	128	200.8
Carlsbad	28	23.8	16	28.0	12	19.9	23	27.0	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	5	15.0	21	109.0
Oceanside	110	68.2	55	68.7	55	67.7	68	92.7	11	170.3	21	33.8	5	39.8	<5	ş	<5	5	<5	ş	5	11.2	42	107.2	63	329.1
Pendleton	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş
San Dieguito	23	24.1	13	27.7	10	20.6	20	27.0	<5	5	<5	5	<5	5	<5	5	<5	5	<5	5	<5	5	6	20.3	16	109.1
Vista	54	52.9	37	71.8	17	33.6	36	83.3	<5	5	13	26.6	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	22	90.7	28	264.1
North Inland Region	229	39.4	149	52.0	80	27.1	178	56.8	<5	5	23	13.2	11	17.6	16	72.6	<5	ş	<5	5	9	6.2	94	60.5	126	161.8
Anza-Borrego Springs	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	5
Escondido	46	27.8	31	37.8	15	18.0	32	45.9	<5	ş	11	14.2	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	22	56.1	23	126.1
Fallbrook	36	74.7	23	95.7	13	53.9	30	111.4	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	13	100.8	21	239.1
North San Diego	55	49.6	34	63.4	21	36.7	37	57.7	<5	ş	<5	ş	8	29.1	8	151.3	<5	ş	<5	ş	5	16.5	16	52.6	34	240.5
Palomar-Julian	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	5
Pauma	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş
Poway	29	33.2	23	53.9	6	13.4	25	43.2	<5	5	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	12	43.9	17	143.3
Ramona	26	73.0	12	67.1	14	78.9	23	92.3	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	15	135.0	10	233.7
San Marcos	26	28.4	20	44.7	6	12.8	22	49.0	<5	5	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	12	56.9	14	114.9
Valley Center	5	21.2	<5	5	<5	ş	5	34.1	<5	ş	<5	5	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	<5	5	<5	ş
South Region	171	36.1	104	44.2	67	28.1	56	59.0	9	49.5	75	26.2	26	42.9	<5	6	<5	9	<5	ş	8	6.2	76	69.7	86	170.3
Chula Vista	49	42.0	28	49.9	21	34.7	23	112.6	<5	ş	19	22.7	<5	ş	<5	ş	<5	ş	<5	ş	<5	ş	19	70.0	29	196.1
Coronado	5	21.6	5	37.8	<5	ş	5	29.6	<5	5	<5	ş	<5	5	<5	5	<5	ş	<5	ş	<5	5	<5	5	<5	5
National City	29	49.4	19	63.2	10	34.9	5	78.1	<5	5	13	34.2	7	66.2	<5	5	<5	5	<5	ş	<5	5	14	114.5	12	198.9
South Bay	52	38.4	31	45.5	21	31.2	15	76.2	<5	5	27	28.6	6	46.0	<5	5	<5	ş	<5	ş	<5	5	30	97.1	21	156.2
Sweetwater	36	25.9	21	31.0	15	21.0	8	25.4	<5	5	16	24.1	9	29.9	<5	5	<5	5	<5	ş	<5	5	12	35.5	20	158.7
Unknown	<5		<5		<5		<5		<5		<5		<5		<5		<5		<5		<5		<5		<5	
*Poster and 100,000 approlation County and adjusted		100,000,0	YOU LIE		desire																					

^{*}Rates per 100,000 population. County age-adjusted rates per 100,000 2000 US standard population

^{**}Harbison Crest/El Cajon is an aggregation of the Harbison Crest and El Cajon SRAs. Due to geographic limitations, the Harbison Crest SRA is not shown alone. See the Data Guide for more information.

^{***}Numbers may not add up to totals due to unknown or missing details.

[†]Coronary Heart Disease emergency department discharge refers to (principal diagnosis) ICD-9 Ecodes E800-E869, E880-E929.

[#]API includes Asian, Pacific Islander, Native Hawaiian. Other includes 2 or more races, Native American/Alaska Native, American Indian, or other.

[§]Rates not calculated for fewer than 5 events. Rates not calculated in cases where zip code is unknown.

Source: Emergency Department Discharge Database (CA OSHPD), County of San Diego, Health & Human Services Agency, Public Health Services, Emergency Medical Services; SANDAG, Current Population Estimates, 10/2012.

Prepared by: County of San Diego, Health & Human Services Agency, Public Health Services, Community Health Statistics Unit, 2014.

Regional & Community Data



This section contains the most recent demographic, economic, behavioral, and health data available by Region and community. For example, you can find the size of a particular population in the County, the median income in a specific community, the percentage of San Diegans who are current smokers and the rate of death due to stroke among a particular age group.

Demographic Profiles contain the most recent demographic and economic data available by Region and community. The current profiles reflect 2012 data.



- · Central Region Profile
- · East Region Profile
- · North Central Region Profile
- · North Coastal Region Profile
- · North Inland Region Profile
- · South Region Profile

Health Data:

Our varied health profiles contain the most recent health data available at the county, region, and community levels. This section contains printable information as well as documents to pinpoint a single statistic.





Community Profiles contain a variety of health-related information in San Diego County and its communities. The current profiles reflect 2012 data.

To Open Profiles, click the download button in adobe on your browser and save to your computer if it does not open readily.

- · Non-Communicable (Chronic) Disease
- · Communicable Disease
- · Maternal & Child Health
- Injury
- · Behavioral Health
- · Alzheimer's Disease and Other Dementias

For previous years' health data, dating back to 2000, visit our archives.

Health Briefs are easy-to-read, printable health statistics by Region using data from the Community Profiles and the 2011 California Health Interview Survey (CHIS). Each health brief is divided into non-communicable disease, communicable disease, maternal & child health, injury, and behavioral health

- · Central Region
- · East Region
- · North Central Region
- · North Coastal Region
- · North Inland Region
- South Region







Popular Services

3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone



Five More Influenza Deaths Reported in San Diego



VIDEO: How Do Restaurant Inspections

More Stories

Non-Communicable Disease

San Diego County Health Briefs Central Region



30.4

This brief contains 2011 non-communicable disease health data for the Central Region of San Diego County. For more data and statistics, visit www.SDHealthStatistics.com.



Demographics ¹	Central Region (%)	County (%)
Ages 0-14	18.6	19.1
Ages 15-24	16.5	16.0
Ages 25-44	33.5	28.6
Ages 45-64	22.4	24.7
Ages 65+	9.1	11.6
White	29.3	48.0
Black	11.3	4.6
Hispanic	42.8	32.4
Asian/Pacific Islander	13.3	11.2
Other	3.3	3.8
Households with income less than	45.7	30.4

45.7

	Central I	County			
Health Outcomes ^{2,3,4}	Number	Rate*	Number	Rate*	
Coronary Heart Disease					
Death	458	94.3	3,360	107.8	
Hospitalization	1,397	287.7	8,809	282.7	
Emergency Department Discharge	120	24.7	1,117	35.8	
Stroke					
Death	138	28.4	1,031	33.1	
Hospitalization	1,034	212.9	6,917	222.0	
Emergency Department Discharge	186	38.3	1,739	55.8	
Diabetes					
Death	89	18.3	581	18.6	
Hospitalization	965	198.7	4,186	134.3	
Emergency Department Discharge	1,067	219.7	4,279	137.3	
COPD					
Death	121	25.0	997	32.0	
Hospitalization	563	115.9	3,222	103.4	
Emergency Department Discharge	1,798	370.3	8,280	265.7	
Asthma					
Death	10	2.1	30	1.0	
Hospitalization	577	118.8	210	70.3	
Emergency Department Discharge	2,549	525.0	9,586	307.7	
Cancer, All Causes					
Death	666	137.2	4,812	154.4	

For more data and statistics, visit www.SDHealthStatistics.com

200% Federal Poverty Level (FPL)+



Health & Human Services Agency

Search





MENU V

PROGRAMS

ALL SERVICES A-Z

FACILITIES

ADVISORY BOARDS

CONTACT US









The Community Health Statistics Unit

Community Health Statistics provides health statistics that describe health behaviors, diseases and injuries for specific populations, health trends and comparisons to national targets. Community Health Statistics also provides or refers persons to available local, state and national statistics.





Popular Services

Demographics, Health and

Behavioral Data

Disease Information

Maps and Spatial Data

Start Your Data Journey Here!

I am looking for...



Demographics:

- · Population size
- · Race/Ethnicity
- Languages spoken
- · Poverty level
- · and more...



Reports:

Publications





Disease Information:

- · Fact Sheets
- Critical Pathways
- Presentations
- · Data Briefs



Maps and Spatial Data:

- · Disease Atlases
- Community Features Atlases



Health Data:

- Community Profiles-(medical
- · Health Briefs



- encounter rates)
- Motor Vehicle Crashes





Behavioral Data:



Alzheimer's Disease and Other Dementias

Alzheimer's Disease

3-4-50

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions



Health & Human Services Agency

Search





MENU ~

PROGRAMS

ALL SERVICES A-Z

FACILITIES

ADVISORY BOARDS

CONTACT US

Reports



Provided below are reports for various health topics produced and published by Community Health Statistics. These reports are periodically updated and include information on prevention as well as links to other resources.

Disease & Injury Reports



San Diego County
Senior Health Report
Card - This 4-page report
card, a collaborative
project with Aging &
Independence Services,
gives an update on senior
health indicators in the
County and State.



Unintentional Injury in San Diego County- a collaboration by the County of San Diego's Community Health Statistics Unit, Safe Kids San Diego, and the Trauma Research & Education Foundation detailing death, hospitalization, and emergency department

discharge data on all unintentional injuries in San Diego County.

project with Aging & See also:

· Home Safety Makeover in a Day Video

SAN DIEGO COUNT
SENIOR HEALTH EXPORT
Update and leading influsives

NAME OF STANDARD STANDARD

addressing health issues for seniors.

Independence Services

San Diego Senior Health

Report - collaborative



Maternal & Child Health Needs Assessment- An assessment of the health status of pregnant and parenting women, infants, children, and adolescents in San Diego County and a thorough examination of the local MCAH system.



Senior Falls Report
- collaborative project with

Aging & Independence
Services describing the
devastating impacts of
falls in San Diego County
for residents aged 65
years and over.



Sexual Assault Response Team Systems Review







Popular Services

3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

COUNTYNEWSCENTER



VIDEO: Hiking Trails
Are For Everyone



Search





MENU V

PROGRAMS

ALL SERVICES A-Z

FACILITIES

ADVISORY BOARDS

CONTACT US





The Community Health Statistics Unit

Community Health Statistics provides health statistics that describe health behaviors, diseases and injuries for specific populations, health trends and comparisons to national targets. Community Health Statistics also provides or refers persons to available local, state and national statistics.



I am looking for...



Demographics:

- · Population size
- · Race/Ethnicity
- Languages spoken
- · Poverty level
- · and more...

Disease Information:

· Fact Sheets

 Critical Pathways Presentations · Data Briefs

Regional Data:

Reports

Regional Health Status



Reports:

Publications



Maps and Spatial Data:

- · Disease Atlases
- Community Features Atlases



- Community Profiles-(medical encounter rates)
- · Health Briefs
- Motor Vehicle Crashes



Health Data:



Behavioral Data:



Alzheimer's Disease and Other Dementias

Alzheimer's Disease









Popular Services

3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources



Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions



Search





MENU V

PROGRAMS

ALL SERVICES A-Z

FACILITIES

ADVISORY BOARDS

CONTACT US

Disease Information



The following documents offer disease specific information, such as risk factors for developing the disease, prevention resources, and national, state, and local rates of disease. More information on disease rates within San Diego County and its communities can be found in the Regional & Community Data section.

Fact Sheets, Critical Pathways, Briefs and Slide Sets:



- The Fact Sheet is a single page for the general public with basic facts, risk factors, and prevention resources.
- The Critical Pathway is a single page that describes a pathway of disease based on risk factors that are either modifiable or non-modifiable, and displays data for risk factors in the general population and medical encounter data for the disease
- The Briefs are a more in-depth document with facts, risk factors, national, state and local data.
- The Slide Sets may be used in a presentation with basic facts, risk factors and local data.

Coronary Heart Disease: Fact Sheet Critical Pathway Brief Slide Set

Stroke: Fact Sheet Critical Pathway Brief Slide Set

Cancer: Fact Sheet Critical Pathway Brief Slide Set

Diabetes: Fact Sheet Critical Pathway Brief Slide Set

Asthma: Fact Sheet Critical Pathway Brief Slide Set

COPD: Fact Sheet Brief Slide Set

HIV/AIDS: Fact Sheet Critical Pathway Brief Slide Set

Infant Mortality: Fact Sheet Critical Pathway Brief Slide Set

Obesity: Fact Sheet Critical Pathway Brief Slide Set

Childhood Obesity: Fact Sheet Critical Pathway Brief Slide Set

Unintentional Injury: Fact Sheet Brief Slide Set









Popular Services

3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources



Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services



Search





MENU V

PROGRAMS

ALL SERVICES A-Z

FACILITIES

ADVISORY BOARDS

CONTACT US





The Community Health Statistics Unit

Community Health Statistics provides health statistics that describe health behaviors, diseases and injuries for specific populations, health trends and comparisons to national targets. Community Health Statistics also provides or refers persons to available local, state and national statistics.



I am looking for...



Demographics:

- · Population size
- · Race/Ethnicity
- Languages spoken
- · Poverty level
- · and more...

Disease Information:

· Fact Sheets

 Critical Pathways Presentations · Data Briefs

Regional Data:

Reports

Regional Health Status



Reports:

Publications



Maps and Spatial Data:

- · Disease Atlases
- Community Features Atlases



- Community Profiles-(medical encounter rates)
- · Health Briefs
- Motor Vehicle Crashes



Health Data:





Behavioral Data:



Alzheimer's Disease and Other Dementias

Alzheimer's Disease









Popular Services

3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

esources



Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions



Search





MENU ~

PROGRAMS

ALL SERVICES A-Z

FACILITIES

ADVISORY BOARDS

CONTACT US

Maps and Spatial Statistics



The Community Health Statistics Unit utilizes geographic information systems as a way to help planners, community partners, and the public visualize a variety of data spatially.

*Note: icon depicts our Health and Human Services Agency regions, one of the many geographic boundaries we depict data in.

Spatial Data Available

This document addresses the types of data in our spatial repository. Our mapping services can help users view, and even customize their own maps.

Vulnerable Populations and Related Data



Community
Demographics
Atlas - a series of
9 maps describing
the demographics
of San Diego
County, including
information such
as total population

by census tract and the population who are less than 200% of the Federal Poverty Level by census tract.



Healthcare Shortage Atlas shows designated Health Professional



Heat
Vulnerability
Atlas - shows
areas of
San Diego County
where residents
are at increased
risk for heatrelated illness.



Retail Food Environment Index (RFEI) Atlas- uses the RFEI as a measure of the access to healthy

COUNTY OF SAN DIEGO WHASA HEASH AND RUMAN SERVICES AGENCY





Popular Services

3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

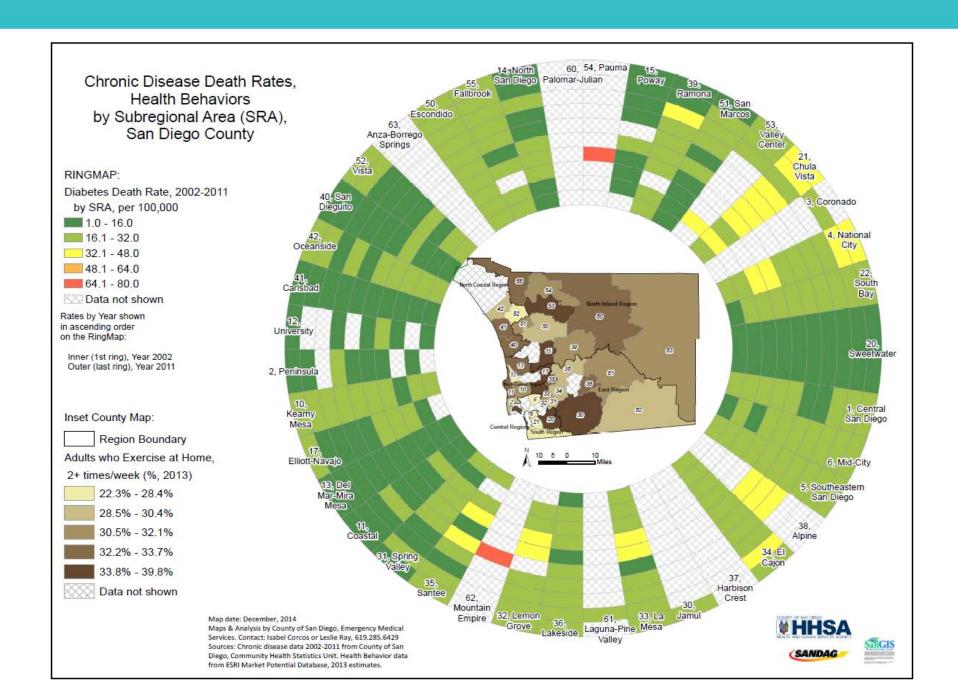
COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone

Click on a map to open





Back to Home, we select "3-4-50"





Maps and Spatial Data	
Reports	
Resources	



COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone



Five More Influenza Deaths Reported in San Diego



VIDEO: How Do Restaurant Inspections

3-4-50: Chronic Disease in San Diego County



What is 3-4-50?

Chronic diseases are now the major cause of death and disability worldwide, having surpassed infectious diseases and injuries. This reflects an improvement in the prevention and treatment of infectious diseases and significant changes in dietary habits, physical activity levels, and tobacco use in the population. Three behaviors (poor diet, physical inactivity, and tobacco use) contribute to four chronic diseases (cancer, heart disease and stroke, type 2 diabetes, and pulmonery diseases such as asthmal that cause over 60 percent of all deaths. worldwide. This is the foundation of the 3-4-50 concept.3 The influence of these three unhealthy behaviors may be seen in San Diego County as these four chronic diseases are the most common causes of death and disability in our region.

3-4-50 Related Reports



3-4-60: Chronic Disease in San Diego County Report

This document takes an in-depth look into the concept of 3-4-50 locally.



Economic Burden of Chronic Disease in San Diego County Report

In 2007, the direct cost of chronic disease in San Diego County was \$4.6 billion dollars. This document addresses the economic impact of chronic diseases locally.

Data on 3-4-50 Chronic Diseases

. 3.4-50 Data Profiles: 3.4-50 Chronic Disease Deaths in Ban Diego County, 2000-2011- a source of chronic disease data from 2000 to 2011 by HHSA Region and Subregional Area (SRA).



3-4-50 One Page Briefs - These printable handouts summarize the burden of chronic disease by HH8A Region.

- Central Region
- · East Region
- · North Central Region · North Coastal Region
- North Inland Region
- South Region

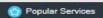


- Detailed Briefs give a more detailed look at the burden of chronic disease by HHSA Region.
 - . Central Region
 - + East Region
 - North Central Region
 - . North Coastal Region
 - . North Inland Region
 - + South Region
- . Smoking Attributable Mortality Table a breakdown of chronic disease deaths due to smoking.
- . Chronic Diseases in San Diego County Maps









3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources



Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone



Five Mare Influenza Deaths Reported In San Diego



VIDEO: How Do Restaurant Inspections



3-4-50: Chronic Disease Deaths in San Diego County—Central Region, 2000-2012

3 Behaviors
contribute to
4 Chronic Diseases
that cause over
50 percent
of all deaths worldwide.

What is 3-4-50?

Chronic diseases are now the major cause of death and disability worldwide, having surpassed infectious diseases and injuries. This reflects a significant change in diet habits, physical activity levels, and tobacco use.

These chronic diseases are important to consider together because they are common causes of disability and death in San Diego County. They are also highly influenced by three unhealthy behaviors; behaviors that cause many cases of specified chronic conditions that are preventable.

3-4-50 in San Diego County-Central Region

- From 2000 to 2012, the overall percent of all deaths due to chronic disease has decreased in the Central Region and its Subregional Areas (SRAs), while the number of deaths have remained relatively stable.
- Overall, chronic disease death rates have decreased in the Central Region and its SRAs from 2000 to 2012.
- Among the Central Region SRAs, Southeastern San Diego had the highest percentage of deaths due to chronic disease in 2012.
- Among the Central Region SRAs, Southeastern San Diego had the highest chronic disease death rate in 2012.
- Despite a decrease, chronic diseases still account for more than 50% of all deaths in the Central Region.

Figure 1: 3-4-50 Death Percentages

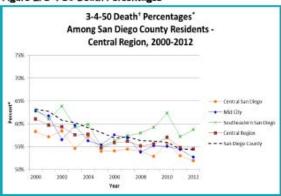
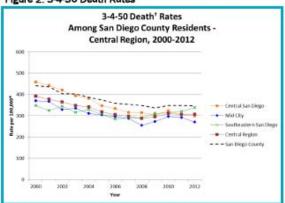


Figure 2: 3-4-50 Death Rates



†3.4-50 deaths include stroke, coronary heart disease (CHD), diabetes, COPD, asthma, and cancer *3.4-50 deaths as a percentage of all cause deaths. Rates per 100,000 population.



QR CODES:

QR codes are similar to barcodes. Use your smartphone to scan the QR Code and navigate directly to the report online for download. Download a free QR code reader from your app provider.

For more information and data, go to www.SDHealthStatistics.com



MENU ✓ PROGRAMS ALL BERVICES A-Z FACILITIES ADVISORY BOARDS CONTACT US

3-4-50: Chronic Disease in San Diego County



What is 3-4-50?

Chronic diseases are now the major cause of death and disability worldwide, having surpassed infectious diseases and injuries. This reflects an improvement in the prevention and treatment of infectious diseases and significant changes in dietary habits, physical activity levels, and tobacco use in the population. Three behaviors (poor diet, physical inactivity, and tobacco use) contribute to four chronic diseases (cancer, heart disease and stroke, type 2 diabetes, and pulmonery diseases such as asthmal that cause over 60 percent of all deaths. worldwide. This is the foundation of the 3-4-50 concept.3 The influence of these three unhealthy behaviors may be seen in San Diego County as these four chronic diseases are the most common causes of death and disability in

3-4-50 Related Reports



3-4-60: Chronic Disease in San Diego County Report

This document takes an in-depth look into the concept of 3-4-50 locally.



Economic Burden of Chronic Disease in San Diego County Report

In 2007, the direct cost of chronic disease in San Diego County was \$4.6 billion dollars. This document addresses the economic impact of chronic diseases locally.

Data on 3-4-50 Chronic Diseases

. 3.4-50 Data Profiles: 3.4-50 Chronic Disease Deaths in Ban Diego County, 2000-2011- a source of chronic disease data from 2000 to 2011 by HHSA Region and Subregional Area (SRA).



Detailed Briefs - give a more detailed look at HHSA Region.

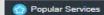
. Smoking Attributable Mortality Table - a breakdown of chronic disease deaths due to smoking.

- . Central Region + East Region
 - North Central Region
- . North Coastal Region
- . North Inland Region
- + South Region

. Chronic Diseases in San Diego County Maps







3-4-50

Demographics, Health and Behavioral Data

Disease Information

Maps and Spatial Data

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone



Five More Influenza Deaths Reported In San Diego



VIDEO: How Do Restaurant Inspections

3-4-50: Chronic Disease Deaths in San Diego County -North Coastal Region, 2000-2012

What is 3-4-50?

Chronic diseases are now the major cause of death and disability worldwide, having surpassed infectious diseases and injuries. This reflects an improvement in the prevention and treatment of infectious diseases and significant changes in dietary habits, physical activity levels, and tobacco use in the population. Three behaviors (poor diet, physical inactivity, and tobacco use) contribute to four chronic diseases (cancer, heart disease and stroke, type 2 diabetes, and pulmonary diseases such as asthma) that cause over 50 percent of all deaths worldwide. This is the foundation of the 3-4-50 concept.2 The influence of these three unhealthy behaviors may be seen in San Diego County as these four chronic diseases are the most common causes of death and disability in our region. Considered together, the 3-4-50 diseases cost \$4 billion in direct treatment expenditures in San Diego County in 2007.3

3-4-50 in San Diego County

From 2000 to 2012, there has been a decrease in the percentage of County deaths due to chronic disease, as well as a decrease in the rate of chronic disease related deaths. In 2000, 63% of all deaths were due to chronic disease. However, by 2012, the percentage had decreased to 54%. In addition, the rate of chronic disease deaths decreased from 440.6 per 100,000 in 2000 to 346.2 per 100,000 in 2012. Among the Regions, the South Region had the highest percentage of deaths due to chronic disease in every year from 2000 to 2012. However, the South Region also had the lowest number of deaths from all causes in the County during the same time period. The rate of death due to chronic disease was highest in the East Region and lowest in the Central Region for each year from 2000 to 2012. Within the Regions there were considerable differences in the percentage of deaths due to chronic disease among the Subregional Areas (SRAs), as well as in chronic disease death rates. More detailed information is provided in the following tables and graphs.





3-4-50 Deaths in San Diego County - North Coastal Region, 2000-2012

The following tables and charts display trends in chronic disease deaths for the North Coastal Region of San Diego County.

Area	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
1	8 8												
San Diego County	63%	63%	61%	60%	59%	58%	57%	57%	56%	56%	56%	54%	54%
North Coastal Region	63%	63%	62%	62%	59%	59%	57%	59%	58%	58%	55%	53%	54%
SRA					7.000								
Carlsbad	65%	66%	59%	62%	60%	60%	57%	59%	53%	54%	55%	52%	51%
Oceanside	63%	63%	65%	63%	60%	59%	60%	61%	60%	60%	57%	54%	57%
Pendleton	5	- 5	5	5	- 5	5	5	5	- 5	5	5	5	5
San Dieguito	63%	65%	61%	60%	62%	59%	52%	58%	57%	58%	50%	53%	50%
Vista	61%	60%	63%	61%	57%	59%	55%	58%	61%	61%	55%	54%	55%

Deaths with unknown flegion or SIA are reflected in the county total, but not in the individual categories. Category sums may not add up to county total

† 3-4-50 Deaths Include Stoke, Coronary Heart Disease (CHO), Diabetes, CDPO, Asthma, and Gincer.

§ Notes and Percentages not calculated for fewer than 5 events. Notes not calculated in cases where cip code is unknown

Source: Death Statistical Master Files (CA DPH), County of San Diego, Health & Human Services Agency, Epidemiology & Immunization Services Branch

SANDAG, Current Population Estimates, 10/2012.

Prepared by County of San Diego (CoSD), Health & Human Services Agency (HHSA), Community Health Statistics, 2014.

Area	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
San Diego County ^a	440,6	435.2	402.8	402.7	386.7	373.8	357.8	353.1	347.5	336.6	347.0	347.0	346.2
North Coastal Region	415.1	414.5	400.6	383.1	370.7	371.0	337.3	350.2	336.7	318.6	343.0	328.3	343.5
SRA		-					-						
Carlsbad	385.4	405.2	323.9	357.2	360.1	357.2	325.0	345.5	286.3	302.1	328.6	323.7	311.7
Oceanside	479.1	481.2	515.8	451.1	437.6	430.2	450.4	418.9	438.5	394.2	430.1	384.8	438.5
Pendleton	5	- 6	- 5	9	5	5	9	9	. 5	- 5	6	5	ş
San Dieguito	416.5	403.9	389.4	375.0	356.6	324.7	277.3	331.7	302.5	296.5	289.8	319.3	305.8
Vista	498.2	462.8	459.6	442.2	417.4	449.9	356.6	395.6	399.3	375.8	397.3	375.0	392.8

* Rates per 100,000 population

aths with unknown Region or SRA are reflected in the county total, but not in the individual categories. Category sums may not add up to county total. † 3-4-50 Deaths, Include Stroke, Corpnary Heart Disease (OHD), Diabetes, COPD, Authma, and Cancer.

§ Raits and Percentages not calculated for fewer than 5 events. Raits not calculated in cases where alpicode is unknown.

Source: Death Statistical Master Files (CA DPR), County of San Diego, Health & Human Services Agency, Epidemiology & Immunization Services Branch;

SANDAG, Current Population Estimates, 50/2012.

repared by County of Sen Diego (CoSD), Health & Human Services Agency (HRSA), Community Health Statistics, 2014.







3-4-50: Chronic Disease in San Diego County



What is 3-4-50?

Chronic diseases are now the major cause of death and disability worldwide, having surpassed infectious diseases and injuries. This reflects an improvement in the prevention and treatment of infectious diseases and significant changes in dietary habits, physical activity levels, and tobacco use in the population. Three behaviors (poor diet, physical inactivity, and tobacco use) contribute to four chronic diseases (cancer, heart disease and stroke, type 2 diabetes, and pulmonery diseases such as asthmal that cause over 60 percent of all deaths. worldwide. This is the foundation of the 3-4-50 concept.3 The influence of these three unhealthy behaviors may be seen in San Diego County as these four chronic diseases are the most common causes of death and disability in our region.

3-4-50 Related Reports



3-4-60: Chronic Disease in San Diego County Report

This document takes an in-depth look into the concept of 3-4-50 locally.



Economic Burden of Chronic Disease in San Diego County Repor



Data on 3-4-50 Chronic Diseases

. 3.4-50 Data Profiles: 3.4-50 Chronio Disease Deaths in San Diego County, 2000-2011- a source of chronic disease data from 2000 to 2011 by HHSA Region and Subregional Area (SRA).



3-4-50 One Page Briefs - These printable handouts summerize the burden of chronic disease by HH8A Region.

- Central Region
- · East Region
- · North Central Region · North Coastal Region
- North Inland Region
- South Region

- Detailed Briefs give a more detailed look at the burden of chronic disease by HHSA Region.
 - . Central Region
 - + East Region
 - North Central Region . North Coastal Region
 - . North Inland Region
 - + South Region
- . Smoking Attributable Mortality Table a breakdown of chronic disease deaths due to smoking.
- . Chronic Diseases in San Diego County Maps









Behavioral Data Disease Information

Maps and Spatial Data

Reports Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone



Five More Influenza Deaths Reported In San Diego

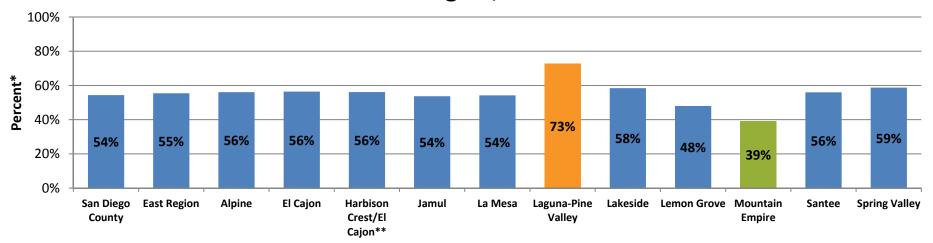


VIDEO: How Do Restaurant Inspections

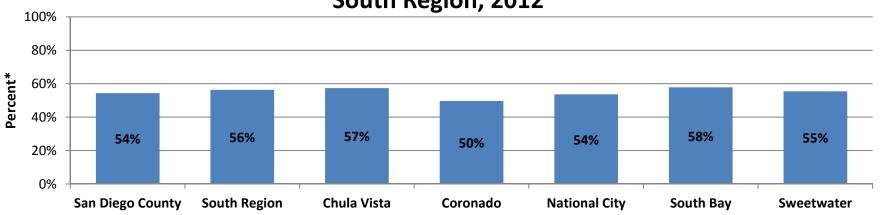
3-4-50 Data Tables and Graphs Among Communities



3-4-50 Death[†] Percentages^{*} Among San Diego County Residents -East Region, 2012



3-4-50 Death[†] Percentages^{*}
Among San Diego County Residents South Region, 2012



Back to Home, we select "Alzheimer's Disease"





- · and more...



Disease Information:

- · Fact Sheets
- · Critical Pathways
- Presentations
- · Data Briefs



Maps and Spatial Data:

- · Disease Atlases
- · Community Features Atlases



Health Data:

- Community Profiles-(medical encounter rates)
- · Health Briefs
- Motor Vehicle Crashes



Alzheimer's Disease and Other Dementias

- · Alzheimer's Disease Project
- · Presentations
- · and related information



- · State
- National



Equity

Health

PERCENT

Publications

· and related

information

- 3-4-50:
 - Briefs Publications
 - · Data Tables



- · Contact information
- Survey



Archives:

Past Tables and Reports

Maps and Spatial Data

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Sufficiency Programs

More Services

COUNTYNEWSCENTER



VIDEO: Hiking Trails Are For Everyone



Five More Influenza Deaths Reported in San Diego



VIDEO: How Do Restaurant Inspections

More Stories

Regional Data:

Regional Health Status



Behavioral Data:

CHIS Survey

Health Equity

Data Profiles, Slides Sets, and Maps are included





THISA ...

Mapa والمتاريب فالمردان والمتالية والمتاريب والمتارية والمتارية والمتارية TOTAL MARK Water State Total Population Aged \$5 Years and Over in 2012. This population is at fisk for developing Altheimer's Disease and Other Demendes. いたからないまとかとなった。これにはないできょう Number of Parlants Discharged from the Hospital or Emergency Department with Alphaimer's Disease and Other Demandas (2000) in 2012. This mans shows the Rest (Minister) Research Committee Description on the State of the Sta



Profile of All Medical Discharges with Any Mention of Alzheimer's Disease and Other Dementias

San Diego County 2010-2012

What's Inside:

Disc

Alzhe

What's !

The dat

the er

Alzheir

Diego

recor

singl

vear

alsc

Profile of S Medical Alzheim

What's Insir

The data to

residents

any mer

during t

ED or h

only in

MZA " enco

2/50

The data tables within the profile show the number and rate of discharges from either the emergency department (ED) or hospital with any mention of Alzheimer's Disease and Other Dementias (ADOD) recorded during the medical encounter. This means that any time a San Diego County resident was discharged from the ED or hospital, and ADOD was recorded in the medical visit record, their discharge is counted. If a single person was discharged from the ED or hospital more than once in a given year with a mention of ADOD, each discharge is included in the data.

"Any mention of Alzheimer's Disease and Other Dementias" refers to medical encounters that may have been for a reason other than ADOD, but ADOD was also mentioned in the medical record. For example, if someone with Alzheimer's Disease is hospitalized for a hip fracture due to a fall, the hospitalization discharge will be included in this data if the patient's Alzheimer's Disease is also recorded in the medical record.

Published December 2014

Alzheimer's Disease and Other Dementias in San Diego County





60,000 San Diegans are currently living with Alzheimer's Disease and Other Dementias.

> In 2012, Alzheimer's Disease was the leading cause of death in San Diego County.



Between 33-43% of individuals 85 years and older live with Alzheimer's Disease.

In 2013, more than 136,800 unpaid caregivers

provided 156 million hours of care,

worth \$1.94 billion to those living with Alzheimer's Disease and Other Dementias.

Caregivers experience:

- · emotional stress
- · depression
- · difficulty managing their own health resulting in health care

costs of



MANAGE CHRONIC CONDITIONS

GET ACTIVE & STAY ACTIVE

EAT A HEALTHY DIET

DRINK ALCOHOL MODERATELY



LEARN NEW THINGS

SLEEP 7-8 HOURS EACH NIGHT

CONNECT WITH FAMILY, FRIENDS & COMMUNITY

WHAT'S GOOD FOR THE BODY IS GOOD FOR THE BRAIN!

For Data and References, visit the Alzheimer's Disease section of www.SDHealthStatistics.com

Back to Home, we select "Resources"





- · and more...

Disease Information:

- · Fact Sheets
- · Critical Pathways
- Presentations

Regional Data:

Behavioral Data:

CHIS Survey

Regional Health Status

· Data Briefs

Reports



Maps and Spatial Data:

- · Disease Atlases
- · Community Features Atlases



Health Data:

- Community Profiles-(medical encounter rates)
- · Health Briefs
- Motor Vehicle Crashes



Alzheimer's Disease and Other Dementias

- · Alzheimer's Disease Project
- · Presentations
- · and related information

Resources:

- County
- · State
- National





San Diego



VIDEO: How Do Restaurant Inspections

Health

Equity

Health Equity

- Publications
- · and related



3-4-50:

- Briefs Publications
- · Data Tables



- · Contact information
- Survey



Archives:

Past Tables and Reports



Maps and Spatial Data Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

Hiking Trails

Everyone

COUNTYNEWSCENTER

Five More Influenza Deaths Reported in

We have links to National, State, and County resources





Health & Human Services Agency

Search





PROGRAMS

ALL SERVICES A-Z FACILITIES

ADVISORY BOARDS

CONTACT US

Links to More Resources



Below are links to data, statistics, and reports by other County of San Diego Health and Human Services Agency divisions, as well as links to data from State and National

County of San Diego Resources:

Community Epidemiology - works to identify, investigate, register, and evaluate communicable, reportable, and emerging disease and conditions to protect the health of the community

Emergency Medical Services Branch - ensures that emergency medical services, including 9-1-1 ambulance services, and trauma care services are of the

HIV/AIDS Epidemiology Unit - collects, analyzes, and disseminates local HIV and AIDS data to a broad audience.

HIV, STD and Hepatitis Branch - part of the Public Health Services for the County of San Diego.

Maternal, Child and Family Health Services - compiles, analyzes, monitors, and disseminates selected health indicators on women, children and families in the community. Further links for statistical tables compiled by this unit can be found on the homepage hyperlinked above.

Office of Strategy Management - provides a wide range of strategic management and accountability services to help the Health and Human Services Agency recognize and maintain new challenges, capitalize on emerging opportunities and proactively identify and address program performance problems.

San Diego Immunization Program - provides timely immunization information and links to resources and services to the residents of San Diego.

Self-Sufficiency Programs - branch of the Health and Human Services Agency that provides social welfare services to citizens in need.

 Program Trend Data - contains trend data on five self-sufficiency programs: CalWORKS, Low Income Health Plan, County Medical Services, CalFresh/SNAP, and Medi-Cal.

Tuberculosis Control and Refugee Health Program - partners with various communities and organization to address health concerns affecting newly arriving refugee groups.







Popular Services

Home

3-4-50

Demographic and Health Data

Disease Information

Maps and Spatial Data

Reports

Resources

Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian,

and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

COUNTYNEWSCENTER



County Offers Free Tax

The Public Health Services page has links to more data!







Health & Human Services Agency

Search





PROGRAMS ALL SERVICES A-Z FACILITIES ADVISORY BOARDS

CONTACT US

Public Health Services







Public Health Services is dedicated to community wellness and health protection in San Diego County. Public Health Services works to prevent epidemics and the spread of disease, protect against environmental hazards, prevent injuries, promote and encourage healthy behaviors, respond to disasters and assist communities in recovery and assure the quality and accessibility of health services throughout the county.

Public Health Services administration unit offers administrative support to all of the Public Health Services program areas. In addition to internal support, the administration unit is also responsible for coordinating a unified response from the division when information is requested Agency-wide.

- · Public Health Services Programs and Services brochure
- Public Health Services Major Accomplishments 2012-2013 Report
- Public Health Services Strategic Plan 2013-2018

The service areas and services for Public Health are listed below. Click on any entry for more information.

Black Infant Health (BIH) Program

- About BIH
- · BIH Facilities
- BIH Services

Border Health Program

CAHAN

- · Subscribe to CAHAN
- Access CAHAN Portal
- · Public Health Resources
- FAGs

California Children Services (CCS)

- · About CCS
- · Medical Therapy Program (MTP)
- . MTP Occupational Therapy
- · MTP Physical Therapy
- · How to apply

Cancer Concerns in Carlsbad

- Community Forum 6/28/10
- . Community Forum 4/28/10
- . Frequently Asked Questions
- Other Community Questions
- · Cancer Resources
- . State Environmental Health Investigations Branch
- · Validation of Cancer Cases
- California Cancer Registry (CCR) and Cancer Case Reporting Questions

- · Ambient Air Toxics Monitoring at Kelly Elementary School Carlsbad Final Report
- Carlsbad Cancer Concern Report 12-2010















Popular Services

Aging & Independence Services

Behavioral Health Services

Children's Services

Public Administrator, Guardian, and Conservator

Public Health Services

Self-Sufficiency Programs

Support Divisions

Find an office near you

More Services

COUNTYNEWSCENTER



County Offers Free Tax Preparation Help



San Diego County Coast Gets Beach Advisory



VIDEO: New Push to Cut Airport Taxi Pollution